

What's Your Pitch: Sales Strategies in a Disrupted World



Steve Dempsey, General Manager, Diversified Communications Canada

October 2021 marks Steve's 27th year in the business events industry working in for-profit organizations large and small, public and private.

Steve has volunteered with many organizations across the industry including roles as Past President of CAEM and Founding President of the Business Event Industry Coalition of Canada – now known as Meetings Mean Business Canada.

As part of the senior leadership team that oversees the Pri-Med franchise throughout North America, Steve is tuned into the re-start push as they are producing live events again in the USA and are planning to run a live event in November in Toronto.

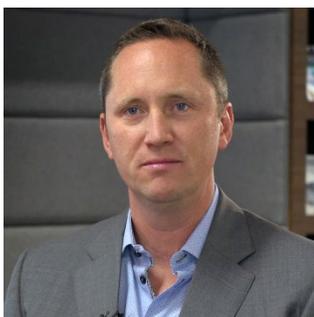


Jory Amar, Vice President, Strategic Partnerships, Brands Amplified

Jory joined the Brands Amplified team in 2017 after 10 successful years working in Sponsorship and Media Sales for Live Nation Entertainment & MLSE. Jory was responsible for creating, developing and executing multi-faceted marketing partnerships for some of the most influential brands in the world. He has been recognized for his work with multiple marketing industry awards as well as 2 NBA Sponsorship of the Year awards (2015 & 2017) for his work on Swiffer and Go Daddy with the Toronto Raptors.

Jory brings a wealth of knowledge and relationships with him to Brands Amplified to be able to deliver best in class partnership programs. Jory's specialties include strategic selling, business development, relationship management, sponsorship/advertising strategy, property valuations and asset development.

A solution based, strategic thinker with a passion for delivering partnerships that deliver results and cut through the clutter. Jory has always believed in the power of innovative partnerships by allowing brands to tap into an emotionally charged environment with a contextually relevant message to amplify the experience for the fans.



Joe Glionna, President Newcom Media Inc

Joe Glionna is President of Newcom Media Inc., a family owned Canadian B2B media company, delivering information and marketing services to a variety of industries through magazines, websites, creative services, and trade shows. Newcom's Show Division includes seven events in five industries: Truck World (Toronto); ExpoCam (Montreal); North American Commercial Vehicle Show (Atlanta); Mode Accessories Show (Toronto); Canadian Meetings & Events Expo (Toronto); Canadian Waste & Recycling Expo (Toronto –management contract); and Canadian Mechanical &

Plumbing Exposition (Toronto – management contract).



Michelle Kofman, Executive Director & Show Manager, AFA Canada

Michelle cultivated her roots in brand marketing within the footwear industry. After years working in the corporate world travelling the country and executing integrated seasonal brand programs at retail, she branched out on her own as a sole proprietor under MRK Communications. An opportunity presented itself to represent the wholesale side of the business, supporting footwear brands and accessories.

In 2012, Michelle took over the role of Executive Director and Show Manager for AFA Canada (formerly OSTA and Toronto Shoe Show). Her mandate was to move the association and trade show into the modern day. It didn't take long for the increasingly innovative Board of Directors to embrace the changes Michelle proposed. Together, they turned the ship around and by 2014 the show and association had grown in both profile and size.



Laurie Paetz, Show Manager for Power Sport Services Managing Calgary, Edmonton & Vancouver Motorcycle Shows.

Laurie has been in the event industry for 30+ years, 18 of those years as a Show Manager in the consumer show industry. She focuses on customer service and building rapport with stakeholders as the biggest part of her sales technique. Throughout her career she has blended her previous event industry experience into the Consumer Show format with her top priority being the consumer experience. This creative approach has allowed her to develop exciting action features such as indoor motorcycle racing championships, indoor wakeboarding, motorcycle stunt riding shows and many other initiatives.

Laurie has been an active member of CAEM since 2010, co-chairing various Committees including Membership, Conference & Western Summit. Laurie has been a CAEM Board member for the past four years and currently serves as 1st Vice President.



Scott Ventresca, Sales Director, Canada and International Congress

Scott Ventresca has been with Destination Toronto now for over 15 years. His role as Sales Director of Canada and International Congress for the Bureau is to drive new business into the city from Canada and around the world. As a member of many National and International Organizations, Scott has sat on the Board of Directors for MPI (Meeting Professionals International) for four years and now sits on MPI's EMEA Council (Europe, Middle East, Africa) since 2018. He is also an active member of PCMA (Professional Convention Management Association), CSAE (Canadian Society of Association Executives), ICCA (International Congress and Convention Association) and IAPCO (International Association of Professional Congress Organizers). Prior to his sales

role with Destination Toronto Scott worked for Accor Hotels and began his career on the operations side of the industry handling the execution of large-scale events for Vintage Inns in Niagara-on-the-Lake and overseeing Food and Beverage operations at Canadian Tire Arena (Ottawa Senators) in Ottawa. A College Graduate and avid public speaker and ambassador for the great city of Toronto, Scott has received several accolades over the years, including Top Sales North America for Accor Hotels, The President's Award for Destination Toronto and Supplier of the Year for MPI.